Honeywell

# Brand, Promotions and Visual Identity Guidelines for Channel Partners

We are building a world that is safer and more secure…
More comfortable and energy efficient…
More innovative and productive.
We are Honeywell.

**Dave Cote**
Chairman of the Board
and Executive Officer of Honeywell

## INTRODUCTION

Honeywell is a Fortune 100 company that invents and manufactures technologies to address some of the world's toughest challenges linked to global macro trends such as energy efficiency, clean energy generation, safety and security, globalization, and customer productivity. With approximately 132,000 employees worldwide, including more than 22,000 engineers and scientists, we have an unrelenting focus on performance, quality, delivery, value, and technology in everything we make and do.

The Honeywell logo is one of Honeywell's most valuable assets. Honeywell follows a Master brand strategy, also allowing endorsed brands which have excellent recognition, brand equity, and value in their specific markets, such as Honeywell Enraf and RMG by Honeywell, both part of Honeywell Process Solutions (HPS).

The usage of the Honeywell master brand and the HPS endorsed brands are described in this partner guideline.

As a Honeywell partner, we will work with you to build on the Honeywell brand advantage to generate more business for both of us.

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## Primary colors

The color palettes below are an overview of the primary Honeywell, Honeywell Enraf and RMG by Honeywell brand colors. For offset print, Pantone spot colors should be used. If Pantone spot colors are not available, refer to the CMYK matching value. Use RGB or WEB values when applied in digital media.

### **Honeywell** - Primary Color Palette

Honeywell Red

| PANTONE **485C** | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 0 | 95 | 100 | 0 |
| **R** | **G** | **B** | |
| 238 | 49 | 36 | |
| WEB:# **EE3124** | | | |

Total Black

| TOTAL BLACK | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 0 | 0 | 0 | 100 |
| **R** | **G** | **B** | |
| 35 | 31 | 32 | |
| WEB:# **191A00** | | | |

Brilliant White

| BRILLIANT WHITE | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 0 | 0 | 0 | 0 |
| **R** | **G** | **B** | |
| 255 | 255 | 255 | |
| WEB:# **FFFFFF** | | | |

### **Honeywell Enraf** - Primary Color Palette (Including above Honeywell color palette)

Enraf Green

| PANTONE **376C** | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 54 | 0 | 100 | 0 |
| **R** | **G** | **B** | |
| 132 | 189 | 0 | |
| WEB:# **84BD00** | | | |

Enraf Logo Grey

| PANTONE **431C** | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 11 | 0 | 0 | 65 |
| **R** | **G** | **B** | |
| 102 | 102 | 102 | |
| WEB:# **666666** | | | |

### **RMG by Honeywell** - Primary Color Palette (Including above Honeywell color palette)

RMG Logo Blue

| PANTONE **295C** | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 100 | 60 | 0 | 40 |
| **R** | **G** | **B** | |
| 0 | 65 | 126 | |
| WEB:# **00417E** | | | |

RMG Indigo

| PANTONE **653C** | | | |
|---|---|---|---|
| **C** | **M** | **Y** | **K** |
| 94 | 57 | 4 | 18 |
| **R** | **G** | **B** | |
| 0 | 99 | 157 | |
| WEB:# **00639D** | | | |

## Using Honeywell logos

The Honeywell and endorsed brandmark must be reproduced with consistent high quality. Always use camera-ready artwork or approved downloadable files to reproduce the brandmark.

- Never alter the logos in any way. Don't manipulate, condense, or change the orientation of the logos in any way.
- Always reproduce the logos in their primary color when possible. The logos may be reproduced in Black only in a one-color document.
- Do not reverse the logos out of a photograph or other background. The background should always be a solid white, black or gray. The exceptions are the Honeywell brandmark in bar, which can bleed to images or other background colors as needed and the pipe treatment logos for the web, which may only be used on a white background.
- Do not attempt to recreate the logos with a standard typeface. The Honeywell brandmark is a custom piece of artwork that cannot be replicated with individual font characters.
- Use only one brandmark on a page. There is generally no need to repeat the logos on every page of a multi-page document.
- Never use the brandmark in a sentence, headline, or as part of a phrase. You may use the word "Honeywell", "Honeywell Enraf" and "RMG by Honeywell" in the same font as the other words in the sentence, headline, or phrase.

Honeywell

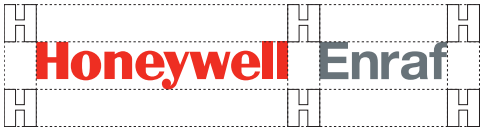
Honeywell Enraf

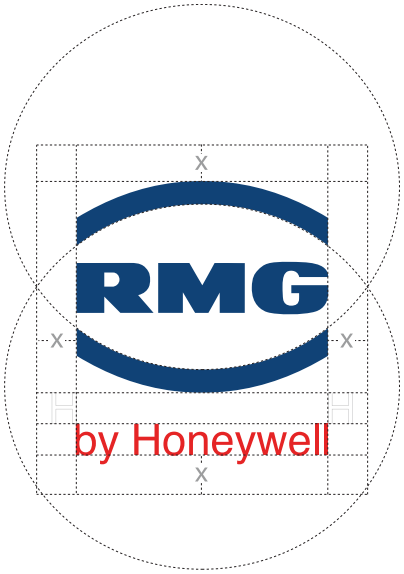
RMG

by Honeywell

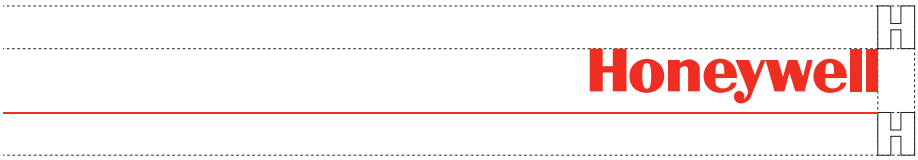
The freestanding brandmark, brandmark with rule, and brandmark in bar are the only approved ways to use the Honeywell Logos.

- Freestanding Brandmark Standards
  - The freestanding logos should only be used with a white, black or gray background. It may not be used on top of any other background color or image. When a logos must adjoin with any photograph or other background color, the brandmark in bar should be used.
  - Do not use brandmark with the relationship between the letters changed
  - Do not use brandmark with poor reproduction
  - Do not use brandmark with added graphic elements or special effects like drop shadows
  - Do not distort or manipulate brandmark
  - Do not use brandmark screened at any percentage
  - Do not use brandmark with an outline
  - Do not use brandmark with the letterforms altered
  - Do no use brandmark with a gradation of tone
  - Do not use brandmark with alignment of the letters changed
  - Do not use brandmark in a headline or text copy
  - Do not attempt to create brandmark in a substitute typeface
  - Do not use brandmark with the letters stacked reading vertically
  - Do not use brandmark in a bar or with rule reading vertically
  - A clear zone, known as the control field, always must surround the freestanding logos. The width of the control field is determined by a measure equal to the height of the capital H in any size of logos used. No graphic elements of any kind should intrude into this field.



- Brandmark with Rule Standards
  - Graphics and type must be at least an H-height distance from the rule and Honeywell brandmark. An H-height is defined as the height of the “H” in the Honeywell brandmark
  - “Honeywell” should always be right justified
  - Photos, illustrations, and colors may not join directly with the rule
  - Do not use brandmark with a rule heavier or lighter than specified
  - Do not use brandmark with a rule that is anything other than straight
  - Do not use brandmark with anything other than a solid rule
  - The brandmark may only bleed off the left edge of the page. Right bleed is not permitted.
  - Do not use copy or any element other than the brandmark above the rule

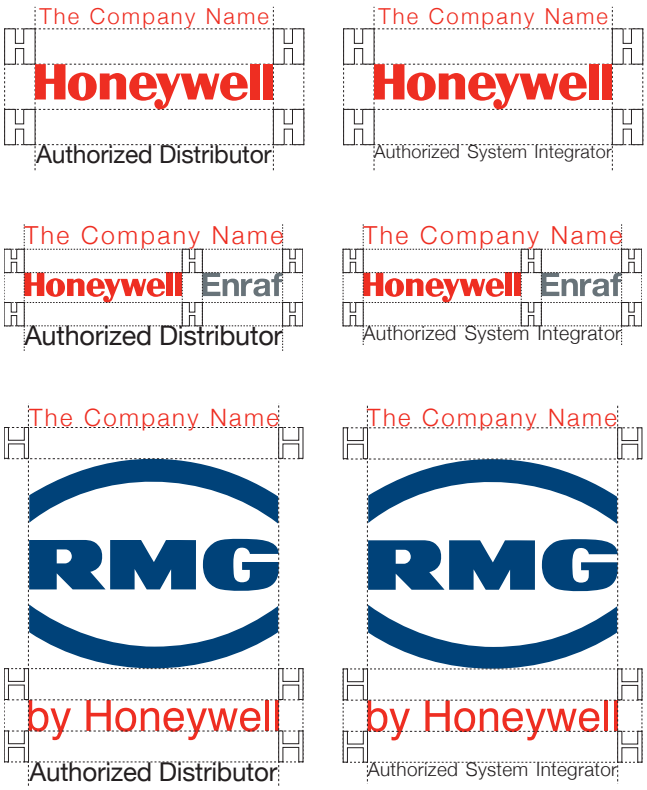



- Brandmark in Bar Standards
  - The brandmark in bar is always positioned at the top of the page.
  - If the bar will bleed off the page, it must bleed on 3 sides (top, left & right). Bleeding from only 1 or 2 sides is prohibited.
  - The bar must be reproduced in Honeywell Red with the reversed white logos only. Black may be used only in one-color materials.
  - The Honeywell logos should always be right justified.
  - A “Clear zone” (or control field) equal to the height of the “H” in Honeywell must be maintained from the bottom of the bar in all circumstances so that no headlines, product or business unit names, or other copy may intrude on this clear zone. However, photographs and background colors may adjoin to the bottom of bar if needed.
  - No other text should be placed in the Red bar
  - Do not use brandmark in a bar with incorrect proportions
  - Do not use brandmark in a bar that is anything other than straight
  - Do not use brandmark in a bar that does not have sharp, straight edges
  - Do not use copy or any element other than brandmark in the bar
  - Adding additional design elements to the bar is prohibited

## Using logos of authorized partners of Honeywell

Considering the fact that Honeywell authorized distributors of Honeywell can communicate in two languages, we have also designed two logo systems to address different needs of our authorized distributors.

- The name and logos of Honeywell's authorized distributor should be placed above the Honeywell logo; the height of the Honeywell "H" determines the clear space above and below the name and logo of Honeywell's authorized distributor and the Honeywell logo; if the company's name is in a local language, the font must set in bold, while English font should be set in Helvetica Medium.
- "Authorized Distributor" or "Authorized System Integrator" must be placed under the Honeywell logo. In order to highlight the Honeywell logo, its total length should not exceed the length of Honeywell logo. The space between "Authorized Distributor/Authorized System Integrator" and Honeywell logo should equal to the height of the "H" in the Honeywell logo; if the company's name is in the local language, the font must be set in boldface, while English font should be Helvetica Medium.




## Standard typeface

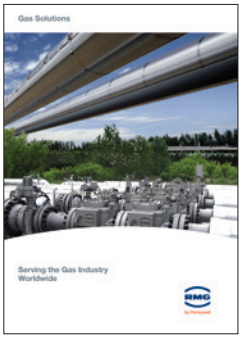
- Honeywell standard typeface
  - — Only use selected weights of Helvetica.
  - — For internal use only Arial may be substituted.

| Helvetica | Arial |
|---|---|
| Helvetica Light | Arial Light |
| **Helvetica Medium** | **Arial Medium** |
| **Helvetica Bold** | **Arial Bold** |

## About the Global Arc

The Global Arc represents Honeywell's global perspective and unique vantage point. It appears both as a view of the curvature of the earth as well as a long-reaching view over the horizon. Second, it gives all of the imagery we use a proprietary cropping. Over time, this unique look will instantly be recognizable as Honeywell's.

Use of the Global Arc is preferred and is used in most of our communications but not required.

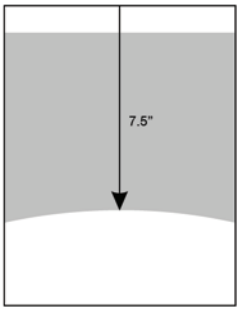



Brochures

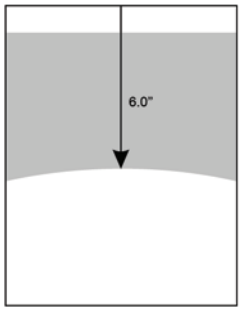
Advertising

Exhibition

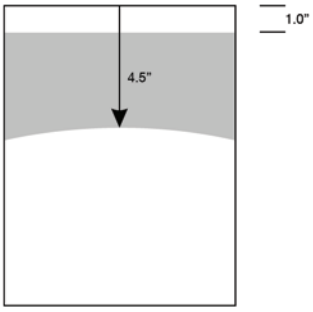
- The Global Arc standards
  - Images are always located above the Global Arc;
  - Headlines and text are located below the Global Arc;
  - The global arc can move within a limited range on its vertical axis.
- Quick guide
  - Schematic examples (U.S. Standard-8.51" x 11") illustrating permissible range of placing the Global Arc on literature covers.




Lowest placement




Preferred placement



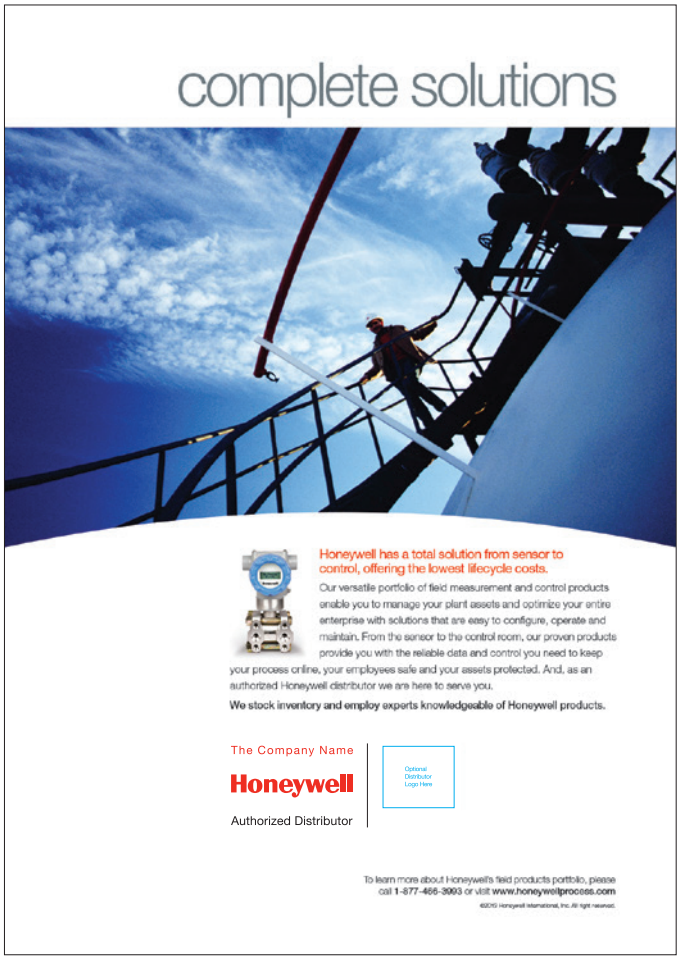

Highest placement

## Graphic advertising

Advertising is one of our most powerful and effective tools. Because it is one of the most visible communications that we produce, it must be consistent in tone, theme, and graphical style.

These examples demonstrate how our advertising should look and feel. Several key design elements make our advertising unique:

- Our name and logos: Honeywell Red, the color of our logos
- Our use of typography and our color palette
- Our proprietary graphic elements: the Honeywell logos and the Global Arc
- The unique shape we use to crop our images (created by the Global Arc)
- Our photographic style


complete solutions
Honeywell has a total solution from sensor to control, offering the lowest lifecycle costs.
Our versatile portfolio of field measurement and control products enable you to manage your plant assets and optimize your entire enterprise with solutions that are easy to configure, operate and maintain. From the sensor to the control room, our proven products provide you with the reliable data and control you need to keep your process online, your employees safe and your assets protected. And, as an authorized Honeywell distributor we are here to serve you.
We stock inventory and employ experts knowledgeable of Honeywell products.
The Company Name
Honeywell
Authorized Distributor
Optional Distributor Logo Here
To learn more about Honeywell's field products portfolio, please call 1-877-466-3993 or visit www.honeywellprocess.com

the best manager
Staying in control is essential
When managing multiple functions in a highly volatile environment, the new Terminal Manager from Honeywell Enraf is the right choice. A truly integrated functionality to control processes including planning, monitoring of plan execution, updates to the ERP system, essential report generation and inventory stock updates ensures smooth and safe terminal operation. A true end-to-end solution, Terminal Manager controls the operational lifecycle of truck, rail, marine and pipeline transportation. The new Terminal Manager - at the heart of your operation.
The Company Name
Honeywell Enraf
Authorized System Integrator

intuitive · independent
RMG Gas Metering Terminal
The all new RMG Gas Metering Management Software offers complete control for all Gas Station measuring devices. Local or Remote supervision, regardless of the device manufacturer allows simple and efficient Configuration, Parameterization and Maintenance.
The Company Name
RMG
by Honeywell
Authorized Distributor

trusted partner
Global Experience. Locally Applied.
For more than six decades operators have relied on us for new terminals, expansions or upgrades. Our technical knowledge and expertise in safety and compliance combined with the latest technology and worldwide services sets us apart. Experience makes the difference: wherever you operate, today or in the future, Honeywell Enraf is the partner that will make its global expertise work for your specific needs.
Your Terminal Operations Partner.
The Company Name
Honeywell Enraf
Authorized System Integrator

complete solutions
Honeywell has a total solution from sensor to control, offering the lowest lifecycle costs.
The Company Name
Honeywell
Authorized Distributor

complete solutions
Honeywell has a total solution, offering the lowest lifecycle costs.
The Company Name
Honeywell
Authorized Distributor

perfect match
RMG & Honeywell – a perfect match for your marine operations
The Company Name
RMG
by Honeywell
Authorized Distributor

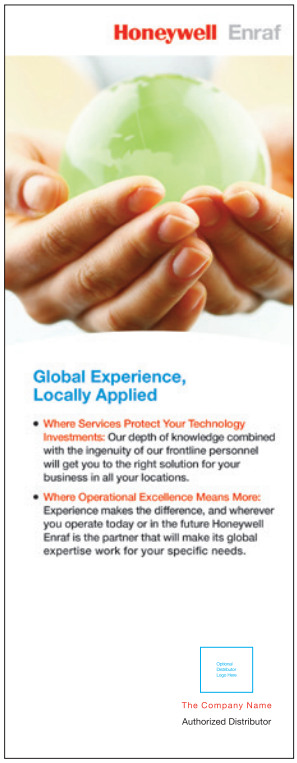
## Business Cards

A business card is an important communication tool that promotes understanding in business activities.
You can build up a good company image by using a Honeywell-branded Authorized Distributor business card.
See the following templates:

## Collateral Co-Branding

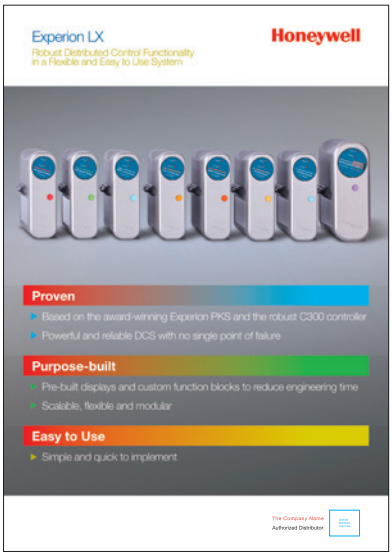
## Display and Banners

Honeywell
Experion LX
Robust distributed control functionality in a flexible and easy to use system
• Proven
- Based on the award-winning Experion PKS and the robust C300 controller
- Powerful and reliable DCS with no single point of failure
• Purpose-built
- Pre-built displays and custom function blocks to reduce engineering time
- Scalable, flexible and modular
• Easy to Use
- Simple and quick to implement
The Company Name
Authorized Distributor


Honeywell Enraf
Global Experience,
Locally Applied
• Where Services Protect Your Technology Investments: Our depth of knowledge combined with the ingenuity of our frontline personnel will get you to the right solution for your business in all your locations.
• Where Operational Excellence Means More: Experience makes the difference, and wherever you operate today or in the future Honeywell Enraf is the partner that will make its global expertise work for your specific needs.
The Company Name
Authorized Distributor

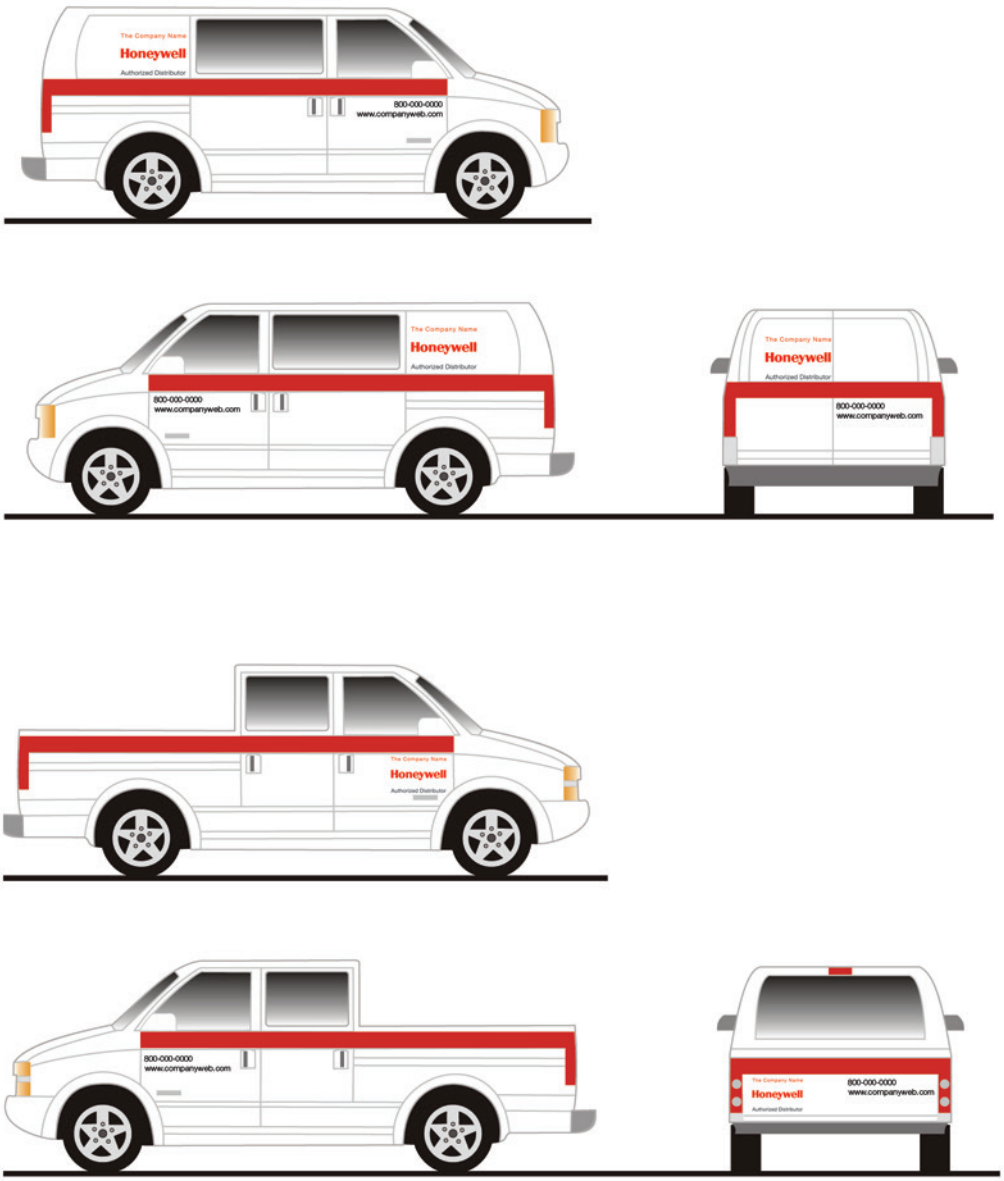
## Poster

Performs Well Under Pressure.
Honeywell
Honeywell's SmartLine pressure transmitters set a new standard for total performance with the industry's most robust and modular transmitters.
• Avoid unplanned downtime and enhance safety
• Lower maintenance costs and reduce repair time with a modular design and transmitter messaging
• Improve product quality through better control and faster response time
The Company Name
Honeywell
Authorized Distributor


Experion LX
Robust Distributed Control Functionality in a Flexible and Easy to Use System
Honeywell
Proven
Based on the award-winning Experion PKS and the robust C300 controller
Powerful and reliable DCS with no single point of failure
Purpose-built
Pre-built displays and custom function blocks to reduce engineering time
Scalable, flexible and modular
Easy to Use
Simple and quick to implement
The Company Name
Authorized Distributor

## Automobile

Vehicles provide another way to promote your company. The Honeywell logos, a telephone number and the website of the Authorized Distributor should also be included. For more information, contact your Honeywell Field Products Marketing Communications representative.



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